

Country of Origin Labelling

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Food Labelling

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UK

Split between

- **food information (Defra)**
- **food safety information (FSA); and**
- **nutrition labelling (Department of Health)**

**England legislation
– enforcement**

**Amend some UK
legislation**

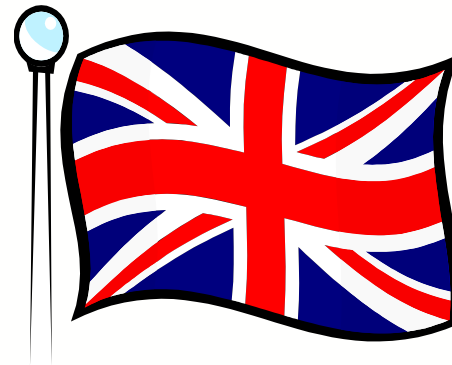
EU FIC Regulation - large technical Regulation covers several issues including:

- Mandatory nutrition declaration and voluntary front of pack nutrition labelling;
- Ingredients and nutrition labelling of alcoholic drinks;
- Provision of information for non-prepacked foods;
- Clarity of food labels and minimum font size;
- Labelling of vegetable oil including palm oil;
- Labelling of engineered nano-materials;
- Quantity labelling;
- Country of origin labelling;
- Labelling and information on allergenic ingredients.

- Country of Origin
- Ingredients listing
- Nutritional labelling

- Why origin labelling in the Food Information to Consumers
- UK industry voluntary principles
- Changes to the current system
- European Commission will report on further extending mandatory country of origin labelling

- Giving more information to consumers
- Public interest
- Clearly identify UK produce
- Support growth



- Clear and meaningful to consumers
- Positive step from industry, demonstration of commitment
- Defra supports voluntary measures
- Fewer changes will be needed as part of FIC



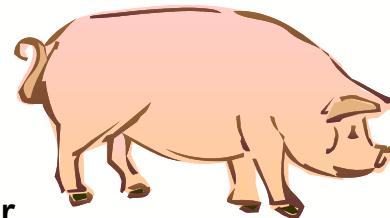
What the Regulation says

- Fresh and frozen meat – Article 26(2)
- Voluntary origin claims – Article 26 (3)
- Will apply from 13th December 2014, with a transitional period



• Implementing Acts by 13th December 2013:

- Sufficient Declaration of Origin
 - Specific Member State or non-EU country
 - EU or non-EU
 - A smaller administrative area
- Defining Origin
 - Where the animal was born
 - Where the animal was reared
 - Where the animal was slaughtered
 - Customs origin – fattening prior to slaughter



The Different Considerations (1)

- **Farming**
- Supporting British produce – against misleading claims
- Approaching each sector individually
- Recognition of British origin
- Animal welfare

The Different Considerations (2)

- **Meat processors**
- Proportionate costs
- Re-organisation of working lines
 - At the slaughterhouse
 - At the factory
- Re-labelling as necessary

The Different Considerations (3)

- **Retailers**
- Ability to market their product
- Unnecessary information – codes
- Transitional difficulties
- Implications of price increases
- Supporting British produce

The Different Considerations (4)

- **Consumers**
- More and meaningful information
- Consumers interest
- Willingness to pay

- Flags
- More specific geographical regions
- More detailed information on the life of the animal

- Commission Obligations
- Status of draft proposals
- Concerns

- Commission must submit reports to the European Parliament and Council:

- By 13th December 2013
 - Meat used as an ingredient
- By 13th December 2014
 - Meat not otherwise covered by the regulation
 - Milk
 - Milk used as an ingredient in dairy products
 - Unprocessed foods
 - Single ingredient products
 - Ingredients that make up more than 50% of a food



And then...

- 13th December 2016:
 - Evaluation of mandatory country of origin labelling or place of provenance for fresh, chilled and frozen meat from swine, sheep, goats and poultry

Changes to the current system

- **Non-criminal (where no immediate risk of harm)**
- **Civil penalties (improvement notices)**
- **Appeals through First Tier Tribunals**

Thank you

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